



In 1968, members of the cattle industry approached the Utah State Legislature to create the Utah Beef Council.



The Utah Beef Council was funded by a 50 cent per head collection on every sale of beef and dairy cattle in the state.



The purpose of the Utah Beef Council is to provide an organization to plan beef promotion programs for the State of Utah.

Collected funds are used for:

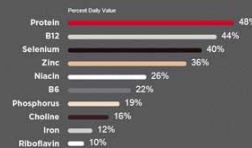
- Promotion
- Consumer Information/Education
- Research
- Industry Information



Nicely done, beef.
You provide the benefits
of a protein bar.
Without tasting like one.

BEEF
 IT'S WHAT'S FOR DINNER[®]
 Funded by Beef Farmers and Ranchers

THE POWER OF
10



Lean beef has the power of 10 essential nutrients.



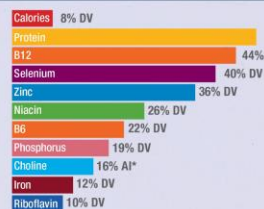
**Sweet &
 Sloppy Joes**

BEEF'S BIG 10

Do more than just get through the day – be your best every day. Here's how beef's essential nutrients can help.



BEEF GIVES YOUR BODY MORE of the nutrients you need. A 3-oz. serving of lean beef provides the following nutrients in about 150 calories:



DID YOU KNOW?

- Don't be left unsatisfied. A 3-oz. serving of lean beef provides 25 g (about half) of the Daily Value for protein, which is one of the most satisfying nutrients.
- Get your workout in! Exercise is more effective when paired with a higher-protein diet.
- Interested in heart health? Research shows that including lean beef, even daily as part of a heart-healthy diet and lifestyle, improved cholesterol levels.

BEEF
 Funded by the Beef Checkoff.
 For recipes and more visit:
BeefItsWhatsForDinner.com

BEEF
 IT'S WHAT'S FOR DINNER[®]

Wise Choices for a Healthy Diet and Lifestyle

Diets with Lean Beef Support Weight Loss, Lean Bodies and Heart Health

Higher-protein diets are becoming more and more popular as people seek new ways to achieve weight loss that will also keep them feeling full and satisfied.¹ New research, called the Beef WISE (Weight Improvement, Satisfaction and Energy) Study shows that lean beef can be as effective as other proteins for weight loss potential.²

Eating lean beef, as part of a healthy, higher-protein diet, combined with exercise, can help people lose weight and fat mass while maintaining lean muscle and supporting a healthy heart.³

Meals That Nourish



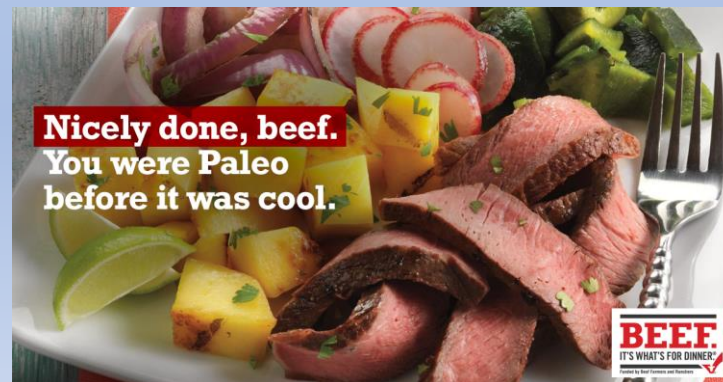
Visit www.BeefItsWhatsForDinner.com for full recipes.

- STRONG, HEALTHY BODIES**
 Weight loss should result in decreased body weight while preserving lean muscle to achieve a healthy body composition and overall strength. In this new study, lean beef – as part of a healthy, higher-protein diet, combined with exercise – helped people lose fat while preserving lean muscle. In fact, 90-95% of the weight lost came from fat.⁴
- SUPPORTING HEART HEALTH**
 While following a higher-protein diet with lean beef, participants in the same study not only effectively lost weight and improved lean body composition – they also did so without negatively impacting risk factors for heart disease, such as total or LDL cholesterol or blood pressure.⁵
- REALISTIC DIETS**
 Including a variety of foods people already enjoy can help them embrace and adhere to a healthy diet.⁶ This recent research study demonstrates that lean beef doesn't have to be restricted in a higher-protein, weight loss diet and contributes to the growing body of evidence demonstrating the positive role of lean beef in a healthy diet.^{7,8,9}

¹ Lady Hui et al. The role of protein in weight loss and maintenance. *Am J Clin Nutr* 2016;103:1205-15.
² Sayer RS, et al. Equivalent reductions in body weight during the Beef WISE Study: Beef's Role in Weight Improvement, Satisfaction, and Energy. *Clinical Science* 2017. Available at: <http://onlinelibrary.wiley.com/doi/10.1111/csc.12881>
³ Myerowitz T, et al. Self-reported facilitators of and impediments to maintenance of healthy lifestyle behaviors following a supervised research-based lifestyle intervention programme in patients with type 2 diabetes. *Diabet Med* 2012;29:1222-30.
⁴ McNeill SA. Inclusion of red meat in healthful dietary patterns. *Meat Sci* 2016;162:400.
⁵ Rousset MA, et al. Beef in an Optimal Lean Diet: Study Effects on Lipids, Inflammation, and Anthropometrics. *Am J Clin Nutr* 2015;102:450-60.
⁶ Rousset MA, et al. Effects of a DASH-like diet containing lean beef on vascular health. *J Hum Hypertens* 2016;30:600-10.

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Nicely done, beef.
You were Paleo
before it was cool.



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In the 1985 Farm Bill, the United States Congress passed the Beef Promotion and Research Act creating the national Beef Checkoff, a coordinated national beef promotion program. The Utah Beef Council was certified as a Qualified State Beef Council.



Prior to the 2018 Legislative session,
the Utah Beef Council operated as a
non-profit 501 C 6 agriculture
organization.



In the 2018 Utah Legislature session,
HB 432 created the Utah Beef Council
as an Independent State Agency.



Time Line:

March to July

- Legislature passed HB 432
- Utah Beef Council staff and legal counsel meet with the following state leaders to establish the new Independent State Agency:
 - Agriculture counsel from the Utah Attorney General's office
 - The State Auditor and staff
 - The State Treasurer and staff
 - The Lieutenant Governor



Time Line:

July to current date

- July 1, the Utah Beef Council began business as an Independent State Agency
- The council members, as established in Utah Code 4-21-103 held their first meeting and approved the annual budget and marketing plan
- The annual budget was submitted to the Office of State Auditor
- Announcement for applications to at-large council member seats were distributed
- Report to the Retirement and Independent Entities Interim Committee



Time Line of future management actions:

- Sept 30 ends 1st quarter, report will be sent to Office of the State Auditor
- October 1, close of applications for At-Large council member seats
- October 1 to December 1 submit nominations to the Governor for appointment by Jan 1, 2019
- Quarterly, report to Office of the State Auditor
- Semi-annual, report to the Office of State Treasurer
- Third quarter, approve auditing firm with Office of State Auditor
- Year end, perform annual audit and submit audited financial statement to Office of State Auditor and Utah Department of Agriculture and Food.



Questions?

www.utahbeef.org

www.beefitswhatsfordinner.com



